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[ABSTRACT]

TITLE

IMPROVED INK JET RECORDING ELEMENT.

An improved medium for ink jet recording is disclosed. Apart from a pigment and an optional binder, the ink receiving layer contains a film-forming latex being a polymer containing repeating units derived from a particular monomer type. Preferred monomers are vinyl ester monomers most preferably derived from versatic acid.

The medium is particularly suited for outdoor use.

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